

PopAtomic Studios



**USING THE POWER OF
VISUAL AND LIBERAL
ARTS TO ENRICH THE
PUBLIC DIALOGUE ON
ATOMIC ENERGY.**

Points of Intersection Between Art and Science



Public Art



Nina Hole Fire Sculpture Veracruz, Mexico



Public Health, Art and Education



- Mel Chin Studio
- The Fundred Dollar Bill Project



Art that Creates Real Change



- Arts for Life

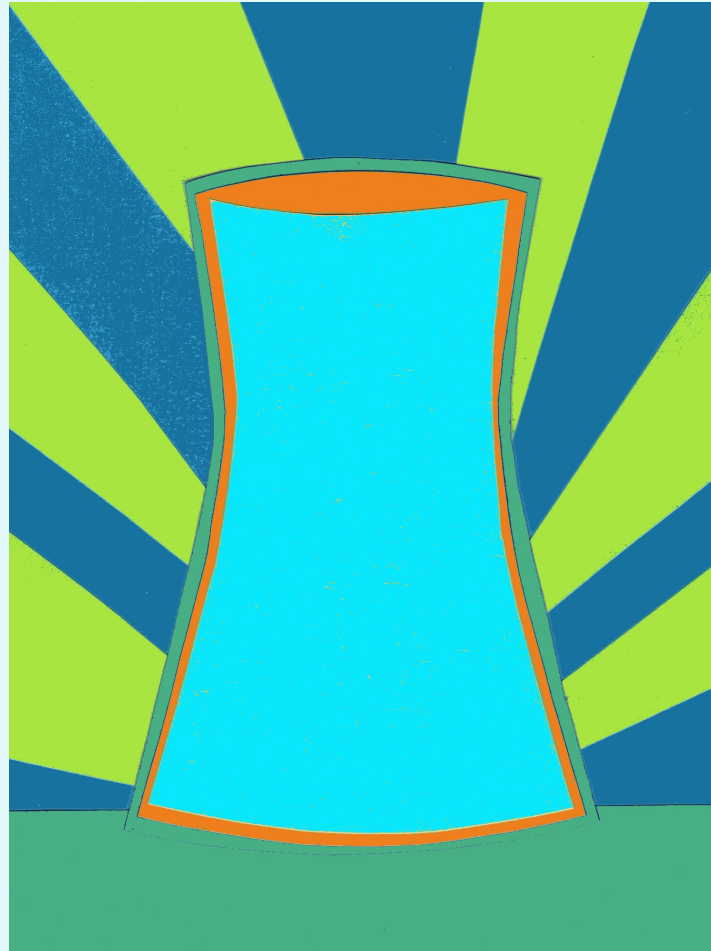


Energy Impacts Everyone, in Many Ways

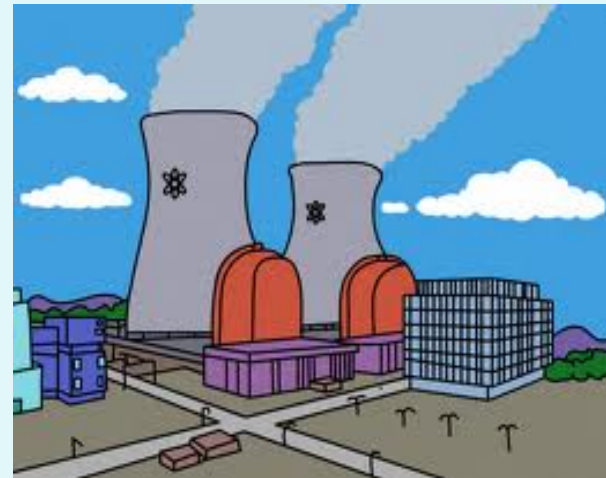


- The way that we currently generate most of our energy directly undermines:
- Human Health
- Economic Growth
- National Security
- Environment
- International Relations
- Growth in the Developing World

Inspiration for PopAtomic Studios



What does Popular Culture Tell us About Nuclear Energy?



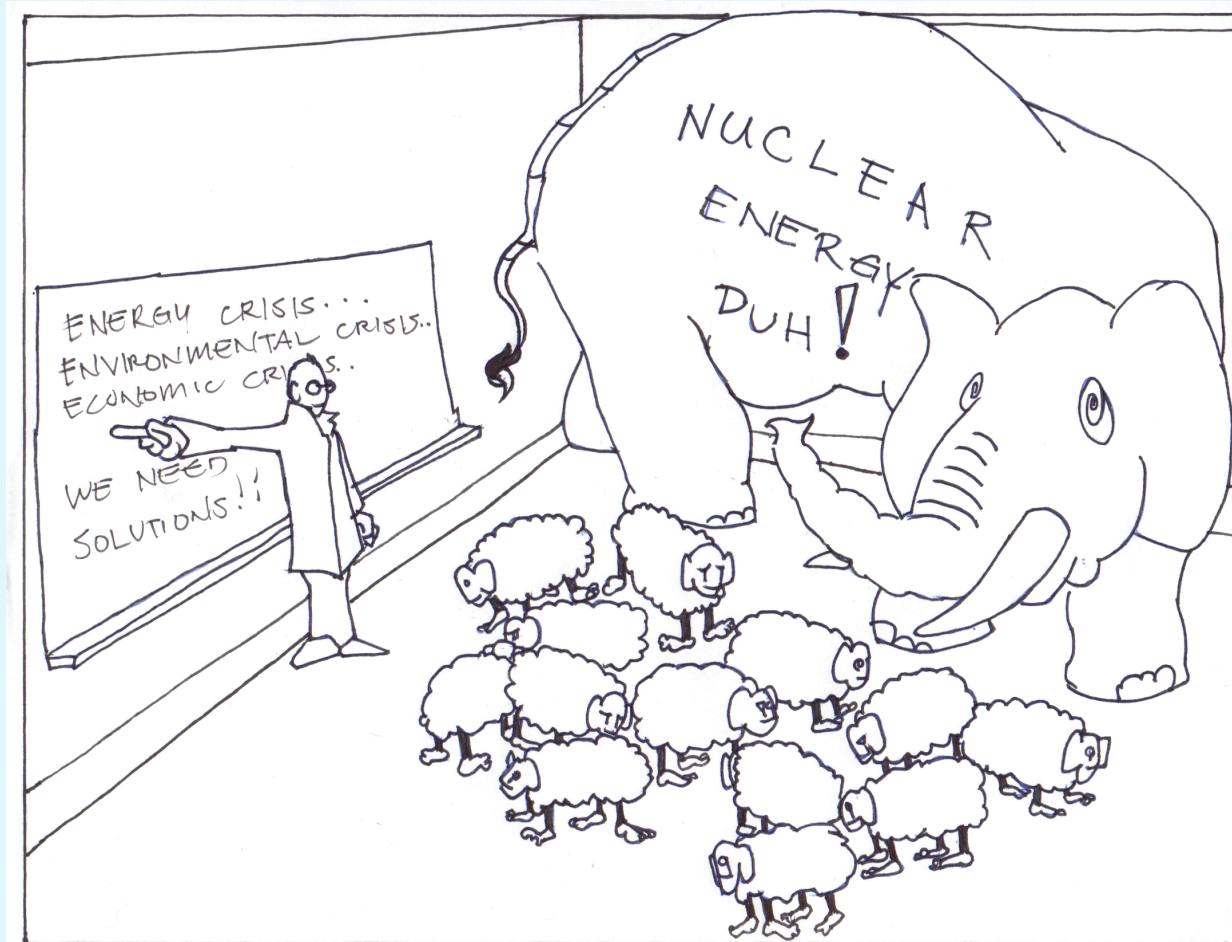
Positive Imagery in Unexpected Places



Fun Ways to Show Support of Nuclear



Cartoons



Public Service Announcements



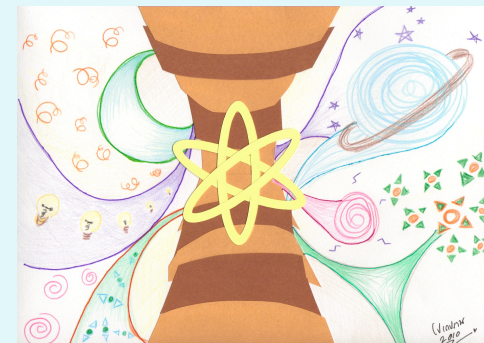
**WANT A SMALLER
CARBON FOOTPRINT?**



**TRY NUCLEAR ENERGY ON FOR SIZE-
IT'S THE LARGEST SOURCE OF CARBON
FREE ELECTRICITY WORLDWIDE.**

PopAtomic.org

Energy Literacy Through Art



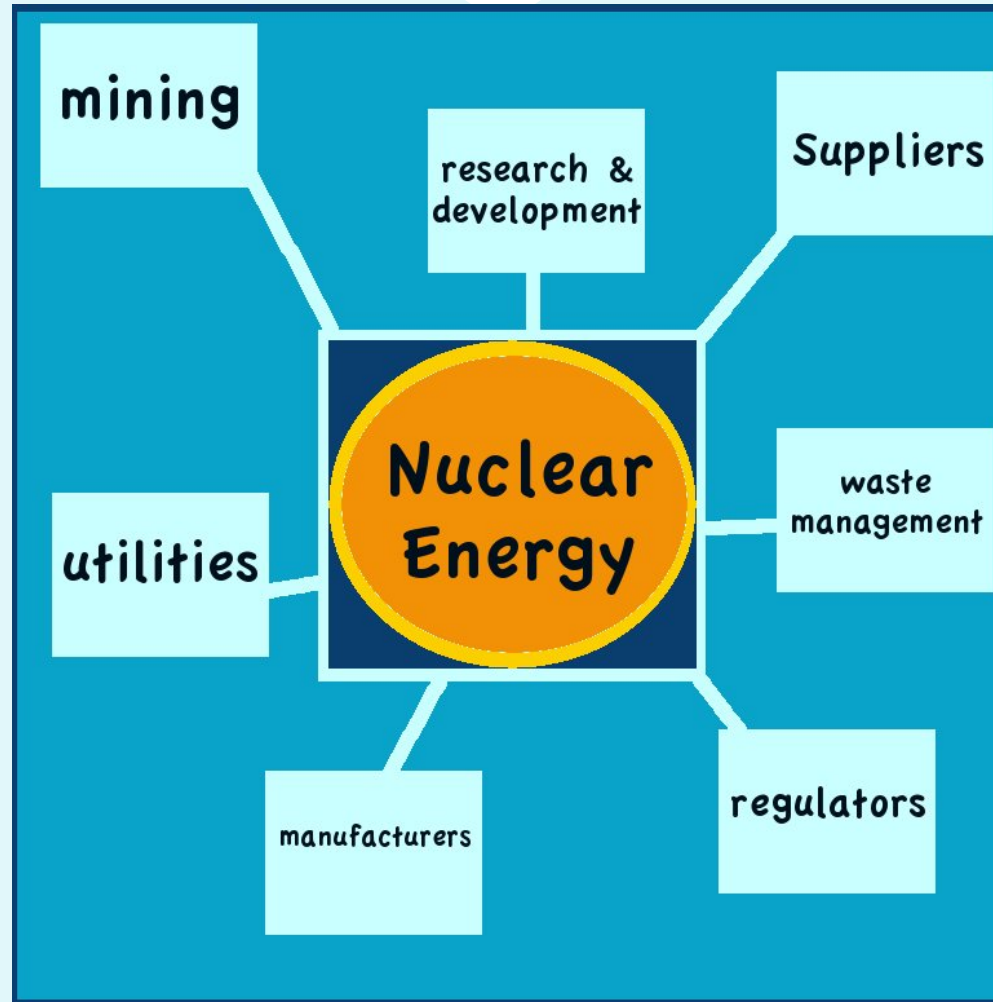
Faces of the Nuclear Renaissance



Fukushima.



The Nuclear “Industry” is Quite Disparate



Collaboration is the Only Way.



The Nuclear Literacy Project

Committee of
Nuclear
Communicators

PopAtomic
& Interns

Sponsors
and
Funders

These folks work together to create:

Print Ads

TV Ads

Billboards

Social
Media

these lead people to:

nuclearliteracy.org

website provides helpful tools:

ANS
Nuclear
TV

Mythbusters

Lesson
Plans

Action
Items

Public Actions Items Include:

- 1) Monitoring and Correcting Media
- 2) Letter Writing to Representatives
- 3) Complaints Against Fringe Green Groups
- 4) "Nuclear Made"
- 5) Meet-Ups/Rallies

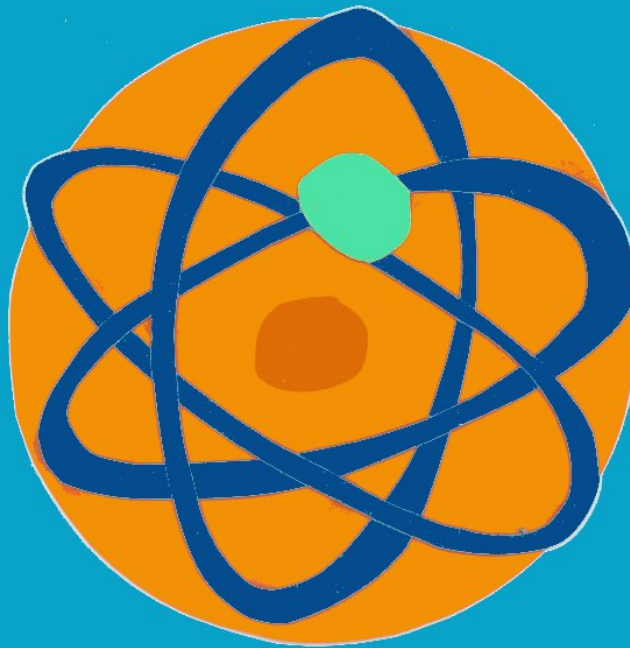
Giving A Voice to Those Who Know Nuclear



Connecting Our Product to People's Lives



NUCLEAR MADE



This product was made using nuclear energy.

The Future of Nuclear Should Look Different

